



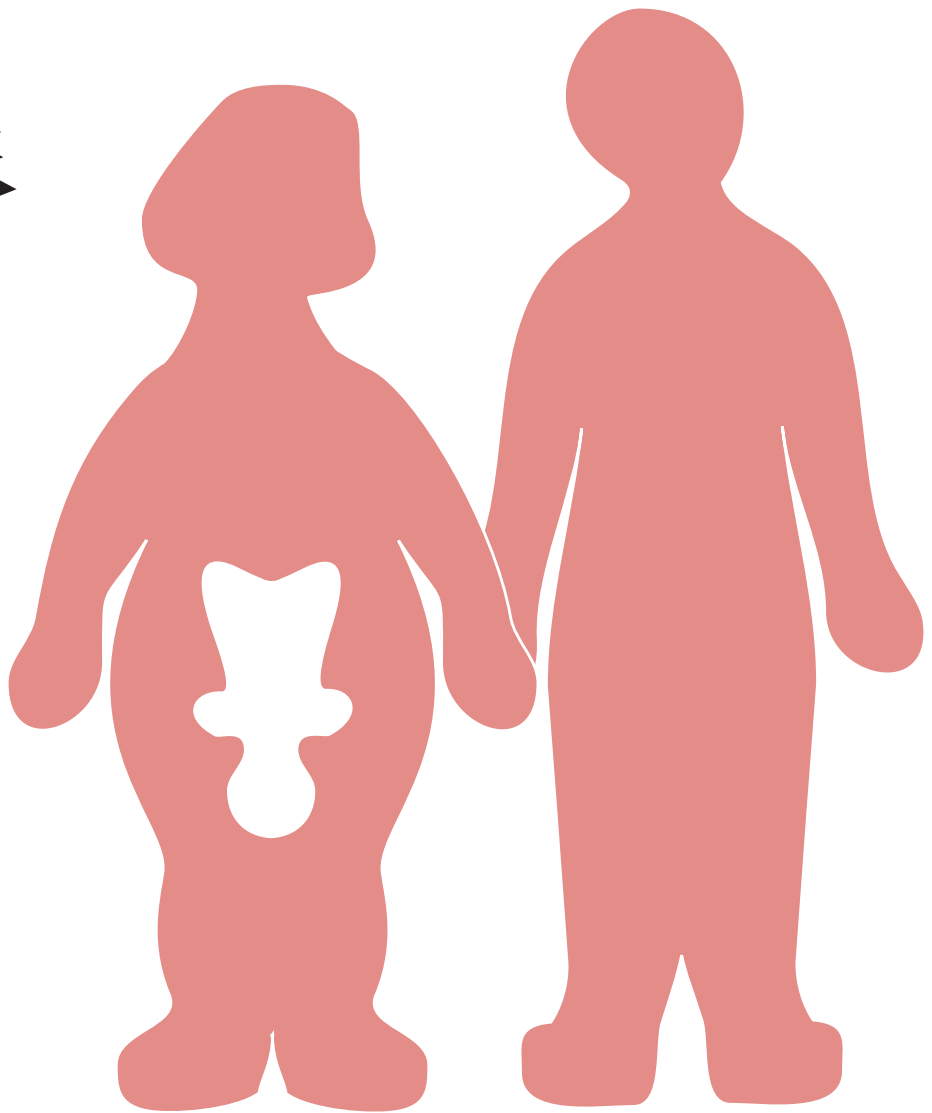
“What if...

...a world full of FAS/E parents all got together on the **9th hour** of the **9th day** of the **9th month** of the year, and asked the world to remember that during the **9 months** of pregnancy a woman should not consume alcohol?

What if we made a noise?

Would the rest of the world listen?”

– Bonnie Buxton Toronto
Canada Co-founder
first FAS Day, 1999



INTERNATIONAL FETAL ALCOHOL SYNDROME AWARENESS DAY

Alaska Department of Health and
Social Services,
Division of Behavioral Health

Joel Gilbertson
Commissioner

Bill Hogan
Director

L. Diane Casto
FAS Program Manager

A Resource Kit for Fetal Alcohol Syndrome Awareness Day events

Revised July, 2003

International FAS Awareness Day

September 9, 2003

On the ninth day, of the ninth month, communities around the world hold events to raise the awareness of Fetal Alcohol Spectrum Disorders (FASD). The original organizers of International FAS Awareness Day were the parents of children with these disorders. This special day continues, and helps to further an understanding of the effects of prenatal exposure to alcohol and the resulting disabilities. The day is started with a "minute of reflection," defined by the ringing of bells throughout the world.

At the end of the "minute of reflection," perhaps a lullaby could be sung for those babies born with Fetal Alcohol Spectrum Disorders. If a lullaby does not come to mind, a wish for the future health and happiness of all our children would be in order, along with a wish that all children now living with FASD might receive the care, respect, love and support they need.

Those born with FASD present special challenges, which we are just beginning to understand. The consequences of not working effectively with children with FASD leads to higher school dropout and juvenile delinquency rates. For children who do not receive appropriate support, understanding and accommodations, their problems become more troubling and tragic in adolescence and adulthood. An early FASD diagnosis can lead to a better outcome, if the services and programs are in place to support these children and their families.

There is no cure for FASD, but FASD is preventable. The solutions are complex, but the cause is clear. FASD occurs only when developing babies are exposed to alcohol during pregnancy.

The Office of FAS would like to help support your efforts for International FAS Awareness Day in Alaska, please feel free to contact us:

e-mail:

fas@health.state.ak.us

traditional mail:

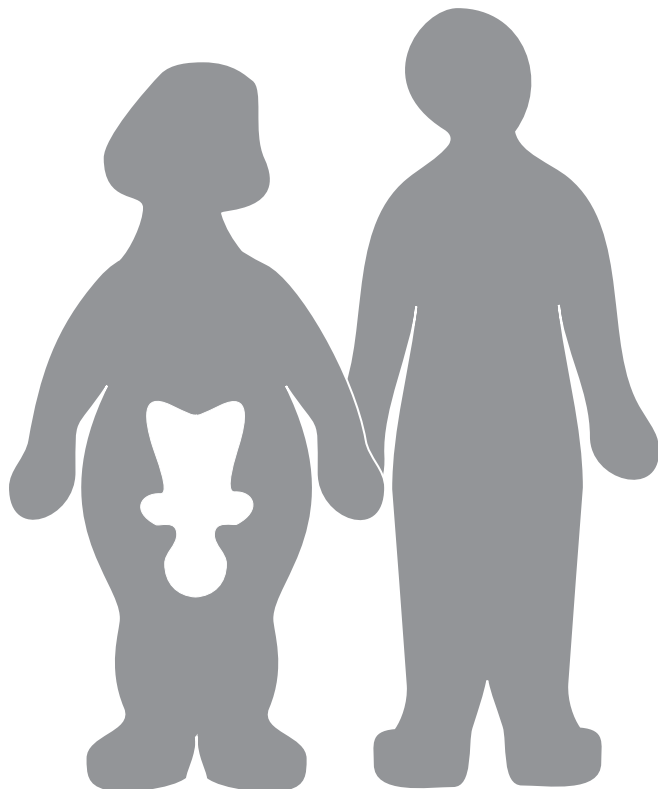
Office of Fetal Alcohol Syndrome
Alaska Department of
Health and Social Services
Division of Behavioral Health
P. O. Box 110609
Juneau, Alaska 99811-0609

telephone:

(877) 393-2287

website:

<http://www.hss.state.ak.us/fas/>



What's Inside?

3. Getting the Message Out

8. Suggestions

12. Ideas

18. Resources



FAS DAY RESOURCE KIT

GETTING THE MESSAGE OUT



Getting the Message Out

1. What One Person Can Do
2. Public Speaking
3. Media Advisory
4. Community Organizing and Participation
5. Meeting with Your Legislator
6. The Office of FAS Media Campaign

1. What One Person Can Do

Newspapers generally publish a page of opinion columns and letters to the editor. The letters page is an effective and easy way to raise awareness of an issue.

Here are some tips for writing and placing a letter:

- Make an outline. It will help you stay focused and act as a reminder to cover the key points you want to make.
- Express an opinion. Be clear and concise from the start and stay with one subject.
- Do not assume that readers understand the issue or your views. Give them enough information to help them clearly understand your issue and its importance.
- Keep the information local and pertinent to your community.
- Be clear and direct in your approach.
- Keep your letter short, around 200-400 words, depending on the policy for letter submission to your local paper. Longer is not always better.

You can reach a publication with your op-ed letter in three ways: phone, mail, or email. Begin by looking in the letters section of the paper or by calling the paper to find out the procedure for submitting a letter. By submitting it in the preferred format, your chances for publication will be increased. Give your article a week or so to arrive and then call the publication to be sure your letter was received and to answer any questions. Regardless of how you choose to approach a publication, be sure to include your name, hometown, daytime telephone number, and one line stating your credentials.

2. Public Speaking

Many people find public speaking to be one of the most stressful activities out there, but keep in mind effective public speaking is a critical tool for getting the message out. Some tips for reducing the stress of speaking in public include:

- Develop an outline
- Use easy to grasp key points
- Remember, your audience wants you to do well
- Keep a good speaking pace, not too slow or fast
- Speak with conviction and passion



FAS DAY RESOURCE KIT

- Practice
- Practice some more, in front of friends or the mirror
- If you feel comfortable, tell a little about your personal story
- Try to remember to make eye contact with your audience
- Try not to speak in the same tone, vary your pitch
- Use a style that is natural for you
- Brevity, it is the soul of audience attention
- Give specific recommendations for action, if relevant

Two of the slogans that the Office of FAS will be using are, “During Pregnancy: No Alcohol, not even a drop” and “Together we can prevent FAS.” Feel free to use either of these or any of the other materials found in this kit.

For further information on public speaking, a useful site is the Allyn & Bacon Public Speaking Website which can be visited at: <http://www.abacon.com/pubspeak/>.

3. Media Advisory

A media advisory is a simple way to inform local media outlets about an upcoming press conference, briefing, or community activity. A media advisory provides print, broadcast, and internet reporters with the information they need to plan and cover your activity. Below are some suggestions for successfully distributing your advisory.

Place it on the calendar of events or “*daybook*,” which is a daily listing of all activities that the media are invited to attend—the week before, the day before, and the day of the event. Ask for the name of the news or features editor and the fax number. Also try to place the advisory in the daily or weekly calendar listings of local newspapers and business publications that feature upcoming activities. Send the advisory to local media outlets in your community one week before your event. These contacts can also be used when distributing your press release. Here are some tips to get you started:

1. Once you have determined the phone numbers and addresses, call each news outlet to verify the information and to determine which editors and/or reporters are the most appropriate for your news.
2. For each news outlet, create a list with the following information: name, address, telephone number, fax number, and the names and titles of specific reporters or editors who cover health-related issues. Today, most reporters and editors prefer information be emailed to them; therefore secure an email address where possible. You should also determine the best time to call each reporter (i.e., how far in advance/what time of day) about your event.
3. Be sure to include specialized media on your list. Specialized media that you may wish to include are university/college newspapers; television and radio stations; small community papers or neighborhood newsletters; and publications produced by local organizations, such as businesses, hospitals, women’s centers, health care clinics, professional associations, churches and other faith-based



institutions, drug stores, and local clubs.

4. Follow up. After you email or fax the media advisory, contact reporters by phone to determine their interest in attending or covering the event. Sometimes the personal touch can make a difference in generating media interest.

From the Center for Substance Abuse Treatment, Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services. For more information visit the SAMHSA Recovery Month web site at: <http://www.recoverymonth.gov> or call 1-800-729-6686

4. Community Organizing and Participation

The best resources available already exist in your community; those resources are your family, friends, co-workers and neighbors. Whether it is getting ready for an annual event or meeting a new challenge, those are the people we look to for help and support in our lives. Often people would like to help, but they do not know how or they are overwhelmed because the problem seems too big to solve. An event like International FAS Day gives people a place to start and by doing activities and events to mark this special day we can get people involved and get the information out to more people. Ask for a defined amount of time from volunteers, it is better to have many people do a little, rather than relying on a few to do everything. With small organizations, volunteer burnout is a constant concern. Part of community organizing is building a community of people committed to the same cause or principle and often if you just ask, people will help. One suggestion for getting the whole community involved is to have, the Mayor, the Assembly or Tribal council proclaim September 9th as FAS Awareness Day.

(see the resources section for sample proclamations in the Resources section)

5. Meeting with Your Legislator

This is a perfect opportunity to meet with your local legislator. If you are planning an event you can invite them, or you can call and make an appointment to visit your representative. Be specific about what you would like them to understand about FASD and use the opportunity to educate them on your topic. Remember, the more exposure you and your topic have the better your legislator will understand the needs of the community. Even in small and rural communities, a legislator is unable to get out and meet everyone, so make a point of arranging a meeting with your legislator to help them become better informed and involved with FAS Awareness Day. Often, causes and social problems get a stereotypical “face” put on them; let your legislator see the real “face” of the people in your community who are involved with your project. You can also meet with your legislator in a group to increase the message that your community cares about this issue, and it can be less intimidating for people who have not had the opportunity to meet with their local representatives.

See page 23, “Resources” for names of Alaska’s officials.



6 The Office of FAS Media Campaign

In January 2002 the Office of FAS began the creative design portion of a multi-strategy media campaign to inform Alaskans that drinking alcohol during pregnancy may cause life-long brain damage to a developing baby.

The first phase of the campaign premiered on September 9, 2002, in conjunction with International FAS Awareness Day.

The Office of FAS media campaign has been sent to newspapers, radio and TV. Your local media outlet should have a copy, which can be used for FAS International Awareness Day.

Also, feel free to personalize or translate these messages into a language or local dialect that will have a stronger impact in your community.

Two Themes were created:

- *I Have the Power to Prevent FAS* aimed at women who are social drinkers and do not know that alcohol may harm their developing baby.
- *Thankfully There are People Who Will Help Her... Are You One of Them?* developed to reach the partners, family and friends of women who have a problem with alcohol and are pregnant, helping them find the resources they need to stop drinking.

Public Service Announcements (PSAs) for Radio

PSAs are available on-line at our website and have also been distributed to radio stations throughout Alaska. Five different versions have been created:

1. "Candle" (62 second radio spot)

Announcer: *It may be the hardest thing you ever do, but when you think about it, it's a small sacrifice for such a big reward.*

Voice Over: *I wasn't sure I could do it, stop drinking, but I wanted a baby and I knew drinking could cause permanent brain damage to my child. Thankfully, I found strength, I stopped drinking and now I have Sarah, my 2 year old and Sam, who's just 8 months.*

Announcer: *Because you want what's best for your baby, choose not to drink and celebrate your strength, and your baby's health.*

If you are even thinking about having a baby, the sooner you stop drinking, the better. It's never too late.

For more information about preventing Fetal Alcohol Syndrome, FAS, call 877-393-2287, that's 877-393-2287. Paid for by the DHSS Office of Fetal Alcohol Syndrome



2. “Glass” (59 second radio spot)

Voice Over: *I didn’t know that I wasn’t supposed to drink alcohol when I was pregnant, that any amount could cause permanent brain damage to my baby, I didn’t know, but my grandmother did, and I’m glad she said something.*

Announcer: *If you know someone who is pregnant and drinking, take the time to say something to them, help them find the resources and support to stop drinking now, because we all want what’s best for the baby.*

Voice Over: *With the support of family and friends, I found the strength not to drink.*

A small sacrifice for such a big reward.

Announcer: *For more information about preventing Fetal Alcohol Syndrome, FAS, call 877-393-2287, that’s 877-393-2287. Paid for by the DHSS Office of Fetal Alcohol Syndrome.*

“Community Care,” (30 second radio spot)

Voice Over: *It’s not your baby. Maybe not your concern. But if you know a pregnant woman who is drinking, your help could make a lifetime of difference for her baby. That’s because drinking - in any amount - can cause brain damage in a developing baby. You don’t have to be a doctor to help a friend in need. You just need to care. For information on how you can help prevent Fetal Alcohol Syndrome, call the State of Alaska Office of FAS at 1.877.393.2287.*

“Empowerment,” (15 second radio spot)

Voice Over: *It may not be easy to stop drinking before and while you’re pregnant. But because drinking - in any amount - can cause brain damage in your baby, avoiding alcohol is the healthy thing to do. A message from the State of Alaska, Office of Fetal Alcohol Syndrome.*

“Prevention” (10 second radio spot)

Voice Over: *Drinking alcohol during pregnancy can cause brain damage in your developing baby. For information on how you can prevent Fetal Alcohol Syndrome, call the State Office of FAS at 1.877.393.2287.*



Suggestions

1. Event Ideas
2. Prevention
3. Information for Men

Event Ideas

Starting with one person resonates out to many

The Minute of Reflection symbolizes the worldwide circle of community which links all of us who care about FAS, all of us who are working towards prevention, all of us who are trying to help children and adults with Fetal Alcohol Spectrum Disorders (FASD) reach their full potential. The day is started with a “minute of reflection,” defined by the ringing of bells throughout the world.

Here are some suggestions:

1. Organize a picture drawing contest for school children at your local elementary school. With a theme that resonates with you and International FAS Day.
2. Send a letter to the editor of your local paper, explaining FAS Awareness Day. You can include your ideas for marking the occasion and your connection to the day or someone with FASD.
3. Sing a children’s lullaby, song or hymn.
4. Take the rest of the day off as a time-out to take care of yourself. In order to take care of someone else, we also need to take care of ourselves.
5. Start to make a Dream Catcher for someone with FASD or someone you know who is pregnant.
6. Show a video, have a reading at a local library or bookstore or make FASD presentations in your community.
7. Donate a book or videotape related to FASD to a local school, community center or public library.
8. Have a bell ringing contest.
9. Distribute FASD materials to coffee bars, restaurants, and lounges. Invite local restaurants and bars to join in FASD prevention efforts by offering pregnant women free non-alcoholic beverages all day on September 9th.
10. You may find 9:09 a.m. inconvenient and may prefer to mark the Minute of Reflection at 9:09 p.m., and light a candle to symbolize your concern for individuals living with FAS and your desire to eradicate this preventable birth defect.



11. Say a prayer or recite a poem appropriate to your beliefs or culture.
12. Simple silence. You may want to focus on the wonderful gifts and strengths of the person(s) with FASD in your life. Each person with FAS is different, and those of us who love them respect their differences. Respecting each other while working together is what FAS Awareness Day is about.
 - Some of these suggestions and more may be found at FASworld: <http://www.fasworld.com/>
 - Suggested materials for research, book or video information may be found at: <http://www.hss.state.ak.us/fas/Resources/fasresources/>

2. Prevention

Nine things you should know about FAS:

1. Drinking during pregnancy can cause permanent damage to a developing fetus.
2. FASD are one of the most common causes of mental retardation, and is the only cause that is entirely preventable.
3. According to recent State of Alaska DHSS surveillance data, more than 126 children are born at risk for FASD each year in Alaska.
4. Prenatal exposure to alcohol can cause brain damage and other permanent birth defects.
5. Obtaining an FAS diagnosis can improve an individual's ability to function in the world, and may reduce secondary disabilities like depression and school failure.
6. FASD are found in all races and all socio-economic groups – wherever women drink alcohol FASD exists.
7. There is no safe level of alcohol consumption during pregnancy.
8. Women should stop drinking prior to trying to conceive – alcohol can cause damage to a developing fetus even before a woman knows she is pregnant.
9. With the right diagnosis, support and understanding, many individuals with FASD are living happy and full lives.

Preventing FASD is the goal and part of the solution is learning how to talk to women about the dangers of drinking alcohol during pregnancy. Here are some points to consider when developing materials.

- Everyone deserves respect and though it may be hard to have respect for the choices people make, try to see the person behind their problems.
- It is absolutely necessary to meet people where they are. You cannot help guide someone towards help from your vantage point, only theirs.



- Be direct, try to keep the conversation focused, and try not to argue semantics. It can be difficult to contain the discussion to the problem, instead of the words themselves.
- Remember that change is incremental; it takes time, sometimes a great deal of time.
- Don't wait until the problem has overcome them (i.e., "hitting bottom"), treatment and intervention strategies can be effective at any point that an individual is willing and able to seek treatment. It is, of course, especially necessary to discuss alcohol and drug use with all pregnant women.
- Provide support unconditionally.
- Look for motivations that may help direct someone towards treatment, such as the health and well being of their children. Be gentle, but firm.
- Find out what kinds of treatment options are available in your community for drug and alcohol treatment.

In many communities drinking alcohol is a socially acceptable activity, and many people drink in moderation, but even moderate drinking can cause FASD. Women are often not aware they are pregnant for several weeks (a critical period for a developing fetus).

3. Information for Men

Fathers

Fathers play an important role in the development of their children. What are the effects of alcohol and drugs on sperm? Alcohol and drugs can damage mature sperm and can cause fertility problems. The research on the transmission of paternal birth defects due to teratogens (any substance that can cause harm to a fetus), is less clear and often contradictory, more research is needed to gain a better picture on how these and other factors effect fetal development.

There is clear evidence that women who use alcohol and other drugs are involved with men who do, and these partners can be the greatest barrier to dealing with substance use and abuse problems. A supportive partner is necessary for a healthy pregnancy, so both partners should be as healthy as they can be.

It is important to reinforce the fact that women do not become pregnant by themselves. Certainly, the greatest potential for problems over an average length pregnancy tends to be related to a woman's overall health and well-being and FASD is caused by maternal drinking. But, men play a significant role throughout the pregnancy of their partners, and the importance of support at this period of life can not be diminished.

For men who are sexually active, there are a few key points to stress and foremost is the idea that every time they have sex they could become fathers'. It is important to stress male involvement and the ability of men to help prevent FAS. Here are some questions that may help focus a discussion on men:



Is being a father a responsibility that you want? If your partner is a woman who has a problem with alcohol you could become the father of a child with FAS. When you choose to have sex, you are responsible for the outcome. So, be responsible for protecting yourself against unwanted pregnancies unless you are ready to be a father and you and your partner are ready for an alcohol-free pregnancy. To insure that your baby is healthy, give it a healthy start.

The role of men and father's in the outcome of pregnancy and child development is not as well discussed as a woman's role. It is an important discussion and topic, which more men need to participate in, so they can more fully understand their responsibilities and learn how they can help prevent FASD.



Ideas

1. Activities From 2002
2. Getting Started
3. Things You Can Make
4. Alaska Alcohol Facts

1 Activities from 2002

Copper Center

The Copper Center area FAS Diagnostic Team utilized both the distribution of educational materials and the local radio station to distribute information about FASD across the region. The radio talk show transmitted to Valdez, Cordova, Whittier, Fairbanks and surrounding communities

Kotzebue/Northwest Arctic Borough

On September 9th churches in the region were asked to ring their bells for one minute at 9:00 a.m. to remind people that drinking alcohol anytime during pregnancy is not safe. KOTZ Radio hosted a Morning Report at 8:30 a.m. The Maniilaq Health Center passed out prevention messages to all lunch customers both in the cafeteria and on patient trays as well! The Empress Restaurant in Kotzebue also included prevention messages with all orders throughout the day. In conjunction with FAS Awareness Day the local FAS Team hosted a two-day parent conference "Building Support for Families and Caregivers of Children and Adults Affected by Prenatal Exposure to Alcohol."

Nome

A variety of activities took place including the distribution of educational flyers throughout Nome and an announcement about FASD and upcoming activities in the Nome Nugget, the areas weekly newspaper. The local hospital participated with a FASD informational bulletin board in the main hall of the hospital, an inter-hospital email notifying people of FAS Day and its activities, and a FASD Open House with cake and information in the hospital cafeteria.

Nanwalek

The Chugachmiut Healthy Start project sponsored a *Teddy Bear Picnic* for all the babies born in the last year in the community of Nanwalek. All of the families had received prenatal support services through the clinic and the project and the picnic provided a time to celebrated the good health of the babies and the sobriety of the families.

Anchorage

Prior to September 9th members of the Youth-In Action program and youth from McLaughlin Youth Center did a great job preparing awareness materials including tying hundreds of FAS knots! The Alaska Women's Recovery Project worked with area grantees to recruit local coffee shops and restaurants to participate by placing



FAS awareness stickers on their to-go coffee cups and offering free non-alcoholic drinks to pregnant women throughout the day. The day ended with a community-wide FAS Awareness Day event at RurALCAP, premiering the new FASD prevention video *The Final Score: Winning Against FAS*, a product of RurALCAP's Early Decision's project. In recognition of FAS Awareness Day the youth attended a lecture about FAS, learned about the treatment program for women at Dena A Coy and then made banners and wrote notes to the women, encouraging them in their sobriety. The day ended with the women at Dena A Coy sharing how alcohol and the effects of FAS had impacted their lives and the lives of those they love. By all accounts it was a moving, insightful and powerful day for youth and adults alike.

Kenai

The Kenai Peninsula FAS Diagnostic Team made and distributed 2,500 FAS Awareness Day information cards with attached FAS Knot pins. Letters to the Editor were sent to area newspapers thanking the many volunteers who made the FAS knots, outlining their significance. Lori Evans, Editor in Chief of the Peninsula Clarion wrote a wonderful editorial about FASD and the work being done on the Peninsula to prevent FASD and to improve services to local families. Public Service Announcements developed by the Kenai Team were distributed to local newspapers and radio stations highlighting FAS Awareness Day and its importance. In addition, Mayors David R. Carey of Soldotna, Edgar Blatchford of Seward and John J. Williams of the City of Kenai all issued proclamations recognizing International FAS AwarenessDay.

2. Getting Started

Sit down with paper and pen, a calendar, this kit, and a couple of friends or co-workers. Choose something "do-able." Make lists and set dates for task completion.

Here are some things to consider:

- ✓ What would we like to do? Do we have enough time? Money? People?
- ✓ Who else do we think we can count on to help?
- ✓ What kind of help can they give us?
- ✓ Who do we want to reach with this event?

Start with people you know will be interested. Then add others you hope to reach, such as:

- ✓ Local, state, federal and tribal employees and officials
- ✓ Social workers, school teachers, school counselors
- ✓ Boys and Girls Club, Big Brothers/Big Sisters staff and volunteers
- ✓ Public health nurses, community health aides, doctors
- ✓ Village safety officers, judges, lawyers, correction facility staff
- ✓ Teachers, teacher's aides, school counselors



FAS Day Resource Kit

How will we reach them?

- ✓ Call? Send invitations? Posters? Newspaper? Radio?
- ✓ When will we hold this event?

FAS Awareness Day is on a Tuesday this year, you might want to hold an event at lunchtime, on Saturday, or any other day that week. Also, you might want to observe the “Minute of Reflection” with a candlelight gathering at 9:09 p.m., rather than with bells and drums at 9:09 a.m.

- ✓ Where should we hold this event? Is it available? Cost?
- ✓ How many people can we reasonably expect to attend?
- ✓ Will we require child care? A kitchen? Food service equipment?
- ✓ Will we need a sound system? Video equipment?
- ✓ Do we know any parents, children or professionals who they could interview?

3. Things You Can Make

Placemats

You can make placemats with FAS education and prevention messages to be used in cafes, restaurants, or hospitals (in the cafeteria, or on patient trays?). If you are working for a program or agency, you might be able to use your brochures (unfolded) as placemats.

Stickers

Make stickers with FAS awareness and prevention messages. Perhaps there is a copy shop where you can have labels printed on colored stickers. Or simply print them on your copier, using sheets of press-apply labels made for copiers. You could even use address labels, if that’s all you have available. The message will need to be very short. The type should be large enough to be easy to read at a glance. Where can you use these stickers? Ask local businesses, clinics and doctors offices to put the stickers on the outside of any envelopes they will be mailing out the week before FAS Day. Or, pass them out to parents and children at school open houses in September.

See page 27, “Resources” for more ideas and artwork.

The FAS Knot

See page 26, “Resources” for illustrated instructions on how to use the FAS knot.

Each knot can be made easily and cheaply in less than a minute, and a small group can make several hundred in an hour or so. The cord is tied in a square knot, sometimes called a reef knot, the favored knot for reconnecting a broken line or cord. The knot is stronger than the cord itself, and cannot be broken or snapped.



1. White rope (approximately 3/16" thick, and about 8 inches long for each knot)
2. Paper (preferably 60# paper or cover stock)
3. Small safety pins
4. Small adhesive labels (for sealing the Knot Cards after folding – optional)

You can photocopy the Knot card designs or make your own.

Make two-sided copies on paper, preferably something heavier than regular copier paper. (You might need to "sheet-feed" it into your copier, instead of loading it into the regular bulk paper tray.)

To make the FAS Knot, volunteers in the U.S. and Canada have been using an eight-inch piece of 3/16" white cord, available in most hardware stores for a few cents per foot. Volunteers in New Zealand and Germany have made smaller and more discreet FAS Knots, using thinner cord.

Whatever size you choose, make a circle approximately the size of your thumb (possibly smaller if you use a thinner cord), then tie right over left and under; left over right and under. It should look like two loops intertwined. Using a straight pin or safety pin, pin this to your lapel or other garment.

The circle symbolizes the womb, a baby's head, the human brain, the earth. And we, a planet-size network of people who care about people living with FAS, are the knot that will make them whole. If women did not drink in pregnancy, FAS would be totally eliminated. The long-range goal is to rename this small piece of cord, "The FAS Not!"

The FAS Knot was designed by Bonnie Buxton and Brian Philcox, trademark pending. They encourage groups supporting FAS/E endeavours to use it for promotion or fund-raising, and ask only that you notify them before doing so. To contact them write: 250 Scarborough Golf Club Road, Toronto, ON M1J 3G8, fax them at (416) 264-8111, or email them at ogrady@pathcom.com

4. Alaska Alcohol Facts

Alaska's Alcohol Index Year 2000

- ✓ Enough alcohol was sold in Alaska in FY99 to add up to 516 drinks for every man, woman and child. That's based on an Alaska population of 627,000 and 323,689,076 drinks of beer, wine or spirits.

State of Alaska, Departments of Labor and Revenue.

- ✓ Approximately 30% of Alaskan adults don't drink.
- ✓ The negative consequences of alcohol abuse generate costs to the U.S. taxpayer at about 77 cents a drink. In Alaska, that meant at least \$249 million in FY99.

NIAAA - "The Economic Cost of Alcohol and Drug Abuse in the U.S."



FAS Day Resource Kit

- ✓ A national study just released by the Center for Addictions and Substance Abuse at Columbia University ups the number substantially. In a state by state analysis, it calculated Alaska's cost of substance abuse at \$374 million in FY98. This included the negative consequences of tobacco as well as alcohol and other drugs.

How Does Alaska Stack Up?

- ✓ Alaska ranks first among all states in alcohol mortality.
- ✓ Alaska's arrest rate for driving under the influence (DUI) and Alaska's rate of alcohol-related vehicle fatalities are among the highest in the nation.
- ✓ As many as half of people with serious mental illnesses develop alcohol or other drug problems at some point in their lives.

Mental Health: A Report of the Surgeon General

- ✓ In many Alaskan communities beer is cheaper than milk, fruit juice or brand name soft drinks.
- ✓ Nearly 60,000 Alaskans misuse, abuse or are addicted to alcohol. About 14,000 seek alcohol prevention or treatment services in programs that receive state funds.

State of Alaska, Division of Alcoholism and Drug Abuse

- ✓ The prevalence of alcohol dependence and alcohol abuse in Alaska is just about twice the national average. About 7% nationally, and nearly 14% for Alaska.

Gallup Corporation Telephone Survey for the State of Alaska Division of Alcoholism and Drug Abuse

- ✓ Alaska has the highest known incidence of Fetal Alcohol Syndrome (FAS) in the United States.
- ✓ FAS is totally preventable. Lifetime costs for an FAS birth are at least \$1.4 million. State of Alaska, Department of Health and Social Services

Alaska's Greatest Hidden Tax: The Negative Consequences of Alcohol & Other Drug Abuse and Dependence. State of Alaska, Advisory Board on Alcoholism and Drug Abuse, ANNUAL REPORT - February 2000

Information from the Centers for Disease Control and Prevention

Alaska is one of five state's who comprise the Fetal Alcohol Syndrome Surveillance Network (FASSNet), a collaboration between CDC, Arizona, Colorado, New York, Wisconsin and Alaska to develop a standardized, multi-source FAS surveillance method that can begin to provide consistent and comparable FAS prevalence rates across the country.

- From 1991 to 1995, CDC reported a fourfold increase in frequent (seven or more drinks per week) and binge (five or more drinks on any one occasion) drinking during pregnancy. While the overall rate of any alcohol use (at least one drink) among pregnant women has declined since 1995; rates of frequent and binge drinking remain at high levels.
- CDC estimates that more than 130,000 pregnant women per year in the United States consume alcohol at levels shown to increase the risk of having a



- baby with FAS or other alcohol-related conditions.
- One in 30 women who know they are pregnant reports “risk drinking” (7 or more drinks per week, or 5 or more drinks on any one occasion).
 - Recent CDC findings indicate that one in seven women of childbearing age (18 to 44 years of age) who report not being pregnant engage in “risk drinking.” If a woman is pregnant and does not know it, these alcohol levels can pose a threat to the fetus.
 - Birth defects associated with prenatal alcohol exposure can occur in the first 3 to 8 weeks of pregnancy, before a woman even knows she is pregnant.
 - The prevalence of FAS is not known. Different studies show prevalence rates for the United States that range from .3 to 2.2 cases per 1,000 births. This means that each year in the United States, between 1,200 and 8,800 babies are born with FAS. Many more are born with alcohol-related neurodevelopmental disorder (ARND).

The National Center on Birth Defects and Developmental Disabilities (NCBDDD) at the Centers for Disease Control and Prevention (CDC) seeks to promote optimal fetal, infant, and child development; prevent birth defects and childhood developmental disabilities; and enhance the quality of life and prevent secondary conditions among children, adolescents, and adults who are living with a disability.

*(The web page was last reviewed on Monday May 19, 2003.
<http://www.cdc.gov/ncbddd/fas/>)*



Resources

1. Internet Links
2. Innovative Community Grants
3. Alaska Diagnostic Teams
4. Trainer's List
5. Sample Proclamation
6. Alaska Legislative Contact List
7. Alaska Congressional Delegation Contact List
8. FAS Knot Card
9. Promotional Material

Internet Links

Early Decisions:

http://www.earlydecisions.org/about_ruralcap.php

FAS Center for Excellence:

<http://fascenter.samhsa.gov/index.cfm>

Fetal Alcohol Spectrum Educational Dynamics

<http://fased.com/>

FASworld (SAMSHA):

<http://www.fasworld.com/>

March of Dimes:

<http://www.modimes.org/>

Motherisk: The Journal of FAS International-a peer review journal dedicated to all aspects of Fetal Alcohol Spectrum Disorder (FASD) :

<http://www.motherisk.org/JFAS/>

National Alcohol and Drug Addiction Recovery Month (Recovery Month):

<http://www.recoverymonth.gov> or call 1-800-729-6686.

NOFAS (National Organization on Fetal Alcohol Syndrome):

<http://www.nofas.org/main/index2.htm>

SAMHSA (Substance Abuse and Mental Health Services Administration):

<http://ncadi.samhsa.gov/promos/coa/>

State of Alaska: DHSS, Division of Behavioral Health, Office of FAS:

<http://health.hss.state.ak.us/fas/>

State of Alaska: Department of Education & Early Development's Fetal Alcohol Spectrum Disorders:

<http://www.eed.state.ak.us/tls/fasd/home.html>

Stone Soup Group:

<http://www.stonesoupgroup.org/fas/strategies.html>



2. Innovative Community Grant

National Council on Alcoholism and Drug Dependence (NCADD)
Juneau, Alaska
Contact Person: Matt Felix
(907) 463-3755

REACH, Inc.
Juneau, Alaska
Contact Person: Erin Briscoe
(907) 586-8228

Cordova Family Resource Center
Cordova, Alaska
Contact Person: Jill Simpson
(907) 424-5674
cfr@ptialaska.net

REACH, Inc
Juneau, Alaska
Contact Person: Kate Wolfe
(907) 586-8228

Yupit School District
Akiak, Alaska
Contact Person: April Pruitt
(907) 765-4629

Resource Center for Parents and Children
Fairbanks, Alaska
Contact Person: Coleen Turner
(907) 456-2866

ACCA
Fairbanks, Alaska
Contact Person: Susan Kessler
(907) 456-4003

Salvation Army
Anchorage, Alaska
Contact Person: Joyce Guest
(907) 279-0522
booth@ak.net

*Agencies listed more than once have multiple grants

Southcentral Foundation
Anchorage, Alaska
Contact Person: Katie Johnson
(907) 729-4955
kjohnson@citci.com

Norton Sound Health Corporation
Nome, Alaska
Contact Person: Andrea Longpre
(907) 443-3495
alongpre@nshcorp.org

Northwest Resource Associate
Fairbanks, Alaska
Contact Person: Aileen McInnis
(907) 479-7307
amcinnis@nwresource.org

Safe and Fear Free Environment,
Dillingham, Alaska
Contact Person: Virginia Baim
(907) 842-2320
besafe@nushtel.com

Stone Soup Group
Anchorage, Alaska
Contact Person: Cheri Scott
(907) 561-3701
cheris@stonesoupgroup.org

Gateway Center for Human Services
Ketchikan, Alaska
Contact Person: Patty Fay Hickox
(907) 225-4135
pattyfay@city.ketchikan.ak.us

Frontier Community Services, Inc.
Soldotna, Alaska
Contact Person: Margaret Parsons-Williams
(907) 262-6331
m_parsonswilliams@fcsonline.org

Ketchikan Indian Corporation
Ketchikan, Alaska
Contact Person: Jasmine Nelson
(907) 225-4061
jnelson@kictribe.org

Gastineau Human Services
Juneau, Alaska
Contact Person: Janet Forbes
(907) 780-3011
janlf98@yahoo.com

Volunteers of America, Alaska, Inc.
Anchorage, AK
Contact Person: Patricia Cochran
(907) 279-9634
voa-allstars@voaak.org

Rural Alaska Community Action Program
Anchorage, Alaska
Contact Person: Marian Estelle
(907) 279-2511
marian@ruralcap.com

Kodiak Area Native Associations
Kodiak, Alaska
Contact Person: Nancy Wells
(907) 486-9800
ilpwic@ptialaska.net

Copper River Native Association
Copper Center, Alaska
Contact Person: Gay Wellman
(907) 822-5241
gay@copperriverna.org

Resource Center for Parents and Children
Fairbanks, Alaska
Contact Person: Mary Lou Canney
(907) 465-2866
auroraprojectak@yahoo.com

Hiland Motivational Interviewing
Clitheroe Center/Salvation Army
Anchorage, Alaska
Contact Person: Melinda Freeman
(907) 276-2898

Catholic Community Services
Juneau, Alaska
Contact Person: Edy Rodewald
(907) 463-6132

Bethel Community Services
Bethel, Alaska
Contact Person: Sharon Vaska
(907) 543-2840

Southcentral Foundation Team Training Project
Anchorage, Alaska
Contact Person: Mike Baldwin
(907) 729-4250



3. Alaska Diagnostic Teams

Team Name	Service Area	Referral Criteria	Approximate Wait Time*	Contact Person
Ketchikan Area FASD Community Diagnostic Team	Ketchikan, Prince of Wales Island, and Metlakatla	Priority for ages 3-18 years *will accept 2 adult referrals per year	4 months	Jasmine Nelson, Ketchikan Indian Corporation 907.225.4061
Yukon -Kuskokwim FASD Diagnostic Team	Bethel and the Yukon Kuskokwim Delta, (58 tribes)	Priority for ages 3-18 Years * will accept adult referrals on a case by case bases	2-6 months, depending on the referral source	Sarah Pearson, Yukon Kuskokwim Health Corporation 907.543.6456
Kenai Peninsula FASD Multidisciplinary Team	Kenai Peninsula Priority, But will consider referrals outside of this area	All ages	Approximately 1 month	Margaret Parsons-Williams, Frontier Community Services 907.262.3144
Kodiak Compass Project	Kodiak Borough	All ages	Approximately 1-2 weeks to begin initial appointments	Naomi Foody, Kodiak Area Native Association 907.486.3671
Fairbanks Fetal Alcohol Community Evaluation Services	Fairbanks North Star Borough	Ages 5-14 years	Approximately 2-4 months	Sheree Dohner, Fairbanks Public Health Center, 907.451.1636
Multidisciplinary Developmental Disability Team (MD3 Team)	AHTNA region (Copper River Region)	All ages; Limited to Alaska Natives, however possible to receive consultation for non- beneficiaries	Approximately 1-3 weeks	Gay Wellman, Copper River Native Association 907.822.5241
Bristol Bay FAS Multidisciplinary Diagnostic Team	Bristol Bay Area	All ages	Approximately 2-3 weeks, depending on records availability	Luisa Hanson, Bristol Bay Area Health Corporation, 907.842.3404
Southcentral Foundation FAS Diagnostic Team	Priority to Anchorage, but will accept statewide referrals	Ages 3-18 years, limited to Alaska Natives	5-6 months	Mike Baldwin, Southcentral Foundation, 907.729.4250
Northwest Arctic FASD Diagnostic Team	Northwest Arctic Region and Point Hope	Monitoring for ages 0-3 years; Priority for ages 3-18 years; will accept referrals from any age	Team is in start-up process; waitlist information pending	Erin Garlinghouse 907.442.7696
Sitka Neurodevelopmental Clinic	Sitka residents have priority, but will accept referrals from surrounding villages and other communities in Southeast Alaska	Ages 3 years and up	Approximately 2 months	David Sliefert 907.966.8629 david.sliefert@search.org
Norton Sound FASD Diagnostic Team	Norton Sound Region (Nome and 15 outlying villages)	3 months to 6 years priority, but will accept all referrals	*info pending, team to be trained in 09/03	Andrea Longpre-Macht Norton Sound Health Corporation 907.443.3494
Upper Tanana FAS Team	*info pending, team to be trained in 03/03	*info pending, team to be trained in 03/03	*info pending, team to be trained in 03/03	Tony Lee Upper Tanana Headstart 907.883.2672
Mat-Su Fetal Alcohol Resource Project	Mat-Su Borough	Priority for ages 3-18, will consider other referrals on a case-by-case basis	Approximately 1-2 months	Teresa Sprague, Mat-Su Services for Children & Adults, Inc. 907.352.1200
Juneau Community Diagnostic Team	*info pending, team to be trained in 09/03	*info pending, team to be trained in 09/03	*info pending, team to be trained in 09/03	Ric Iannolino 907.796.7230



4. Trainer's List

In June 2003 the Office of FAS initiated the FASD Training Certification Program.

Seventeen (17) Certified trainers are now certified and available in areas throughout the state to provide comprehensive FASD training.

For more information or to arrange for a training in your community Check our website or contact us at the Office of FAS.

Certified Trainers include:

- James Angayiq, Nunapitchuk
- Joleen Fagundes, White Mountain
- Kimberly Fearnside, Anchorage
- Maggie Hamley, Juneau
- Diane Ivy-Dahlin, Wrangell
- Shannon Johnson, Togiak
- Juanita Lesley, Nome
- George McCoy, Gakona
- Elaine Loomis Olsen, Kodiak
- Brenda Ross, Anchorage
- Stephanie Scott, Haines
- Robert Seward, Juneau
- Scott Sidell, Bethel
- Edith Qannik Tegoseak, Barrow
- Keith Thayer, Anchorage
- Sarah Wallner, Anchorage
- Wayne Young, Seward



5 Sample Proclamation

State Proclamation for International Fetal Alcohol Syndrome (FAS) Awareness Day

Healthy children are the most important resource in the State of Alaska.

Fetal Alcohol Syndrome (FAS) is the leading cause of mental retardation in Alaska, the United States, and all of western civilization and is 100% preventable.

Within Alaska 1.4 births per 1,000 live births are born with FAS; 12.6 births are affected by other alcohol related birth defects, equaling over 140 affected births per year.

Fetal Alcohol Spectrum Disorders (FASD) are a major cause of numerous social disorders including learning disabilities, school failure, juvenile delinquency, homelessness, unemployment, mental illness and crime.

Researchers estimate that the annual cost to Alaskans in health care and social services related to FAS is between \$21 and \$42 million.

On September 9, 2003 people around the world will be observing the fourth International Fetal Alcohol Syndrome Awareness Day, in order that on the ninth day, of the ninth month of the year, the world will remember that during the nine months of pregnancy a woman should abstain from alcohol.

NOW, THEREFORE, I, _____, do hereby proclaim September 9, 2003 as:

Fetal Alcohol Syndrome Awareness Day

In Alaska, to promote awareness of the effects of prenatal exposure to alcohol, to increase compassion for those individuals so affected, to minimize further effects, and to ensure healthier communities across Alaska in the future.



6. State Legislative Contact List

Alaska State Senate

NAME	PHONE #	FAX #	TOLL FREE #
BUNDE, Con.....	465-4843 (Labor & Commerce)	465-3871	800-892-4843
COWDERY, John.....	465-3879 (Rules)(Transportation)(Wild Trade)	465-2069	888-269-3879
DAVIS, Bettye.....	465-3822	465-3756	800-770-3822
DYSON, Fred.....	465-2199 (HESS)	465-4587	800-342-2199
ELLIS, Johnny.....	465-3704 (Minority Leader)	465-2529	888-330-3704
ELTON, Kim.....	465-4947	465-2108	
FRENCH, Hollis.....	465-3892	465-6595	866-465-3892
GREEN, Lyda.....	465-6600 (Finance Co-Chair)	465-3805	877-465-6601
GUESS, Gretchen.....	465-2435	465-6615	800-550-2435
HOFFMAN, Lyman.....	465-4453	465-4523	866-465-4453
LINCOLN, Georgianna.....	465-3732	465-2652	888-461-3732
OGAN, Scott.....	465-3878 (Resources)	465-3265	800-862-3878
OLSON, Donny.....	465-3707	465-4821	800-597-3707
SEEKINS, Ralph.....	465-2327 (Judiciary)	465-5241	800-336-7383
STEVENS, Ben.....	465-4993 (Majority Leader)	465-3872	866-465-4993
STEVENS, Gary.....	465-4925 (State Affairs)	465-3517	800-821-4925
TAYLOR, Robin.....	465-3873 Leg Council	465-3922	877-463-3873
THERRIault, Gene.....	465-4797 (President)(Admin Reg Review)	465-3884	800-860-4797
WAGONER, Thomas.....	465-2828 (C&RA)	465-4779	800-964-5733
WILKEN, Gary.....	465-3709 (Finance Co-Chair)(Armed Svcs Co)	465-4714	

Alaska State House of Representatives

NAME	PHONE #	FAX #	TOLL FREE #
ANDERSON, Tom.....	465-4939 (Labor & Commerce)	465-2418	800-465-4939
BERKOWITZ, Ethan.....	465-4919 (Minority Leader)	465-2137	888-465-4919
CHENAULT, Mike.....	465-3779	465-2833	800-469-3779
CISSNA, Sharon.....	465-3875	465-4588	800-922-3875
COGHILL, John.....	465-3719 (Majority Leader)	465-3258	877-465-3719
CRAWFORD, Harry.....	465-3438	465-4565	888-478-3438
CROFT, Eric.....	465-4998	465-4419	800-689-4998
DAHLSTROM, Nancy.....	465-3783	465-2293	877-460-3783
FATE, Hugh 'Bud'.....	465-4976 (Resources)	465-3883	866-465-4976
FOSTER, Richard.....	465-3789	465-3242	800-478-3789
GARA, Les.....	465-2647	465-3518	888-465-2647
GATTO, Carl.....	465-3743 (Education)	465-2381	800-565-3743
GRUENBERG, Max.....	465-4940	465-3766	866-465-4940
GUTTENBERG, David.....	465-4457	465-3519	800-928-4457
HARRIS, John.....	465-4859 (Finance Co-Chair)(Armed Svcs Co)	465-3799	888-465-4859
HAWKER, Mike.....	465-4949 (Ways & Means Co-Chair)	465-4979	800-478-4950
HEINZE, Cheryl.....	465-4930 (Economic Development & Tourism)	465-3834	800-331-4930
HOLM, Jim.....	465-3466 (Transportation Co-Chair)	465-2937	866-465-3466
JOULE, Reggie.....	465-4833	465-4586	800-782-4833
KAPSNER, Mary.....	465-4942	465-4589	800-323-4942
KERTTULA, Beth.....	465-4766	465-4748	
KOHRING, Vic.....	465-2186 (Oil & Gas)	465-3818	800-468-2186
KOOKESH, Albert.....	465-3473	465-2827	888-288-3473
KOTT, Pete.....	465-3777 (Speaker)	465-2819	800-861-5688
LYNN, Bob.....	465-4931 (Military & Veterans Affairs)	465-4316	800-870-4931
MASEK, Beverly.....	465-2679 (Transportation Co-Chair)	465-4822	800-505-2678
McGUIRE, Lesil.....	465-2995 (Judiciary)	465-6592	800-365-2995
MEYER, Kevin.....	465-4945	465-3476	866-465-4945
MORGAN, Carl.....	465-4527 (C&RA)	465-2197	800-491-4527
MOSES, Carl.....	465-4451	465-3445	800-898-4451
OGG, Dan.....	465-2487	465-4956	800-865-2487
ROKEBERG, Norman.....	465-4968 (Rules)	465-2040	800-773-4968
SAMUELS, Ralph.....	465-2095 (LB&A)	465-3810	
SEATON, Paul.....	465-2689 (Fisheries)	465-3472	800-665-2689
STOLTZE, Bill.....	465-4958	465-4928	
WEYHRAUCH, Bruce.....	465-3744 (State Affairs)	465-2273	800-968-6744
WHITAKER, Jim.....	465-3004 (Ways & Means Co-Chair)	465-2070	877-465-3004
WILLIAMS, Bill.....	465-3424 (Finance co-chair)	465-3793	800-303-2455
WILSON, Peggy.....	465-3824 (HESS)	465-3175	800-686-3824
WOLF, Kelly.....	465-2693	465-3835	800-463-2693

This information is available online at
<http://w3.legis.state.ak.us/infodocs/tollfree.pdf>



7 Alaska Congressional Delegation Contact List

Phone number Mailing/Location Addresses

SENATOR TED STEVENS

Washington, DC Office

Carol White (202)224-3004 522 Hart Building
Chief of Staff Fax (202)224-2354 Washington DC20510-0201
TTY (202)224-1070
Webpage: <http://stevens.senate.gov>
Dave Russell (202)224-3004
Legislative Director Fax (202)224-2354

Anchorage Office

Marie Nash 271-5915 222 W 7th Ave #2
State Office Manager Fax 258-9305 Anchorage AK 99513-7569

Fairbanks Office

Ruth Burnett 456-0261 101 12th Ave Room 206
Special Assistant Fax 451-7290 Fairbanks AK 99701-6236

Juneau Office

Connie McKenzie 586-7400 PO Box 20149
Special Assistant Fax 586-8922 Juneau AK 99802-0149
Room 971 Federal Building

Kenai Office

Becky Hultberg 283-5808 130 Trading Bay Rd Ste 350
Special Assistant Fax 283-4363 Kenai AK 99611-7716

Ketchikan Office

Sherrie Slick 225-6880 540 Water Street Ste 101
Special Assistant Fax 225-0390 Ketchikan AK 99901-6482

Mat-Su Office

Carol Gustafson 376-7665 851 E Westpoint Dr
Special Assistant Fax 376-8526 Suite 307
Wasilla AK 99654

SENATOR LISA MURKOWSKI

Washington DC Office

Alexander Polinsky (202)224-6665 322 Hart Building
Chief of Staff Fax (202)224-5301 Washington DC20510-0202
Webpage: <http://murkowski.senate.gov>

Anchorage Office

Pat Heller 271-3735 222 W 7th Ave #1
State Director Fax 276-4081 Anchorage AK 99513-7570
Joan Humphrey 271-3735
Case Worker Fax 276-4081

Fairbanks Office

Althea St. Martin 456-0233 101 W 12th Ave Room 216
Special Assistant Fax 451-7146 Fairbanks AK 99701-6236

Juneau Office

Connie McKenzie 586-7400 PO Box 21647
Special Assistant Fax 586-8922 Juneau AK 99802-0149



Room 971 Federal Building

Kenai Office

Becky Hultberg
Special Assistant

283-5808
Fax 283-4363

130 Trading Bay Rd Ste 350
Kenai AK 99611-7716

Ketchikan Office

Sherrie Slick
Special Assistant

225-6880
Fax 225-0390

540 Water Street Ste 101
Ketchikan AK 99901

Mat-Su Office

Carol Gustafson
Special Assistant

376-7665
Fax 376-8526

851 E Westpoint Dr
Suite 307
Wasilla AK 99654

CONGRESSMAN DONALD E YOUNG

Washington DC Office

Colin Chapman
Administrative Assistant
Email: don.young@mail.house.gov

(202)225-5765
Fax (202)225-0425

2111 Rayburn Bldg
Washington DC 20515-0201

Anchorage Office

Bill Sharrow
District Director

271-5978
Fax 271-5950

222 W 7th Ave #3
Anchorage AK 99513-7595

Fairbanks Office

Royce Chapman
Special Assistant

456-0210
Fax 456-0279

101 W 12th Ave Room 212
Fairbanks AK 99701-6236

Juneau Office

Connie McKenzie
Special Assistant

586-7400
Fax 586-8922

PO Box 21247
Juneau AK 99802
Room 971 Federal Building

Kenai Office

Becky Hultberg
Special Assistant

283-5808
Fax 283-4363

130 Trading Bay Rd Ste 350
Kenai AK 99611-7716

Ketchikan Office

Sherrie Slick
Special Assistant

225-6880
Fax 225-0390

540 Water St Ste 101
Ketchikan AK 99901-6482

Mat-Su Office

Carol Gustafson
Special Assistant

376-7665
Fax 376-8526

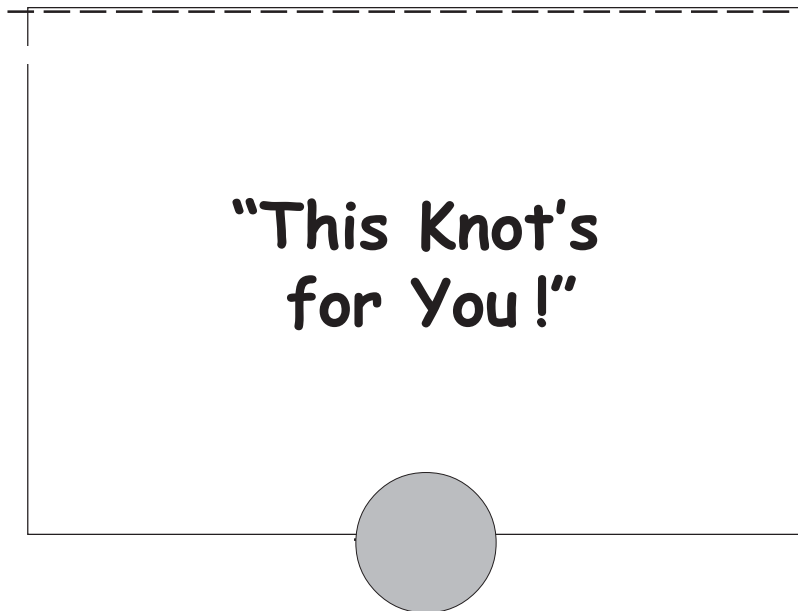
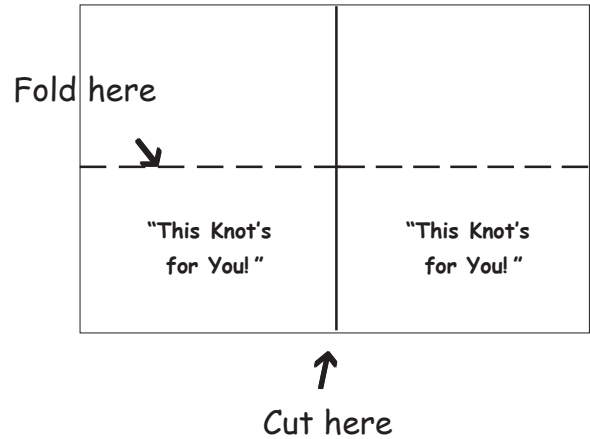
851 E Westpoint Dr
Suite 307
Wasilla AK 99654



8 FAS Knot Card

One idea for distributing the FAS Knots you make:

Attach them (with the safety pins) to note cards which have FAS awareness and prevention messages.



The Knot Card copy masters in this kit have small lines printed on them to help guide folding and cutting.

You may want to seal the cards (after folding) with small press-apply stickers

You could use only the cover design of one of the Knot Card copy masters provided in this kit, and write your own FAS awareness and prevention messages inside.





9. Promotional Materials

Here are some of the ways that the FAS Day artwork can be used to promote International FAS Day in your community.

The artwork on the following pages can be photocopied and used directly or placed in brochures for advertising as appropriate for your area.

Computer versions of this artwork are available online at <http://www.hss.state.ak.us/fas/fasday/> or call the office directly at 877-393-2287



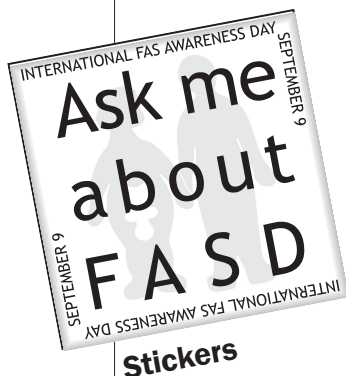
Balloons



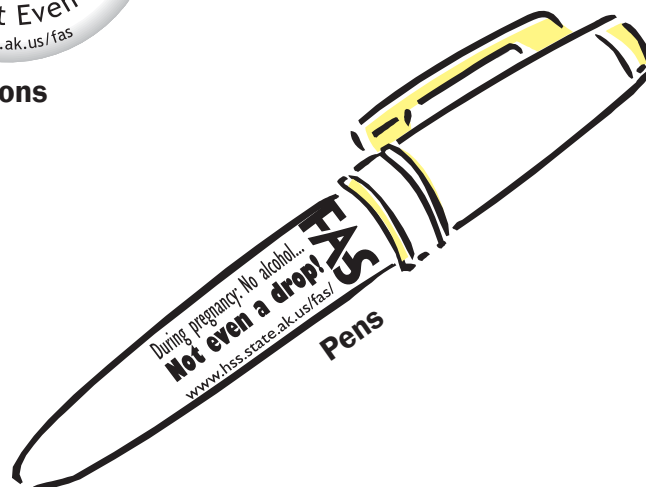
Beverage napkins



Buttons



Stickers



Pens

Artwork for 2 1/4 inch round buttons (fits many standard button makers): Photocopy and cut

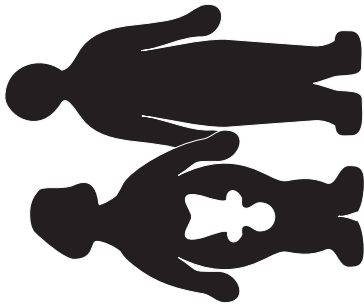
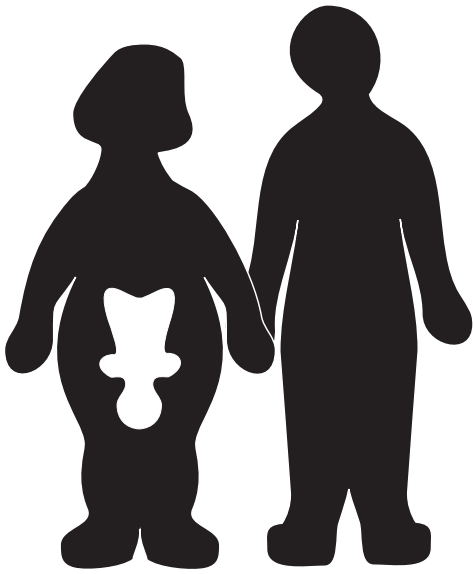


Artwork for 2 inch square stickers. Photocopy and cut:

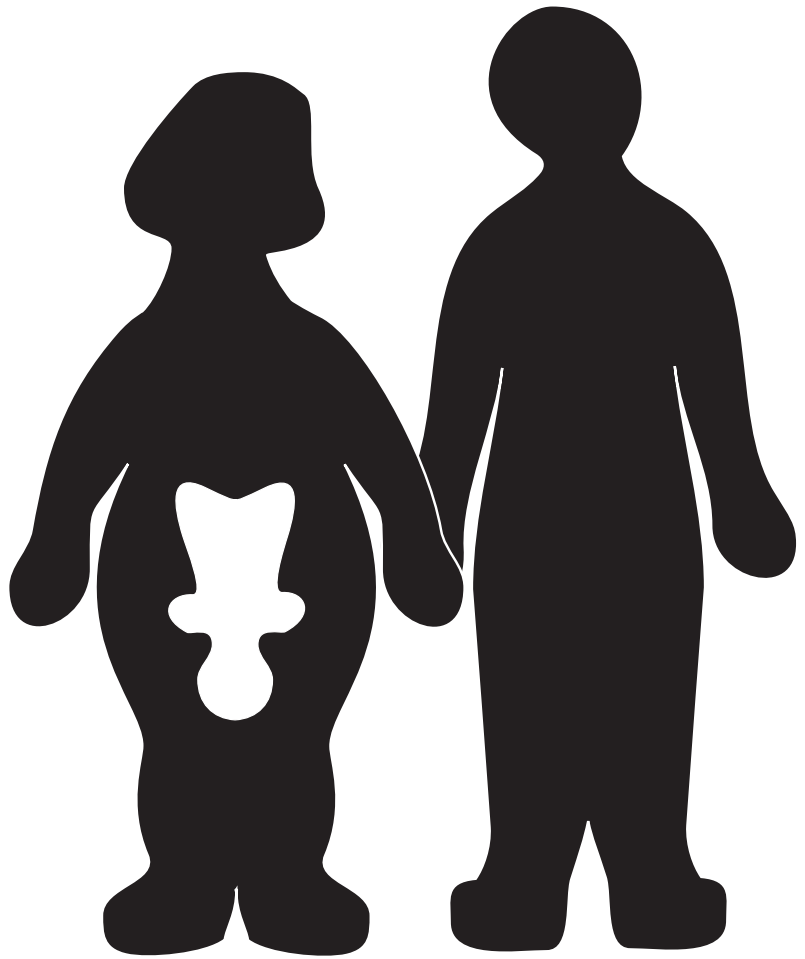


This artwork is available online at <http://www.hss.state.ak.us/fas/>

Photocopy and use as appropriate:



During Pregnancy:
NO ALCOHOL
Not Even A Drop!



During Pregnancy:
NO ALCOHOL
Not Even A Drop!

During Pregnancy:
NO ALCOHOL
Not Even A Drop!



Alaska's Comprehensive FAS Project Fetal Alcohol Syndrome



Office of FAS

Office of FAS, State of Alaska,
DHSS Divisions of Behavioral Health
(877) 393-2287 toll-free statewide
(907) 465-3033 Juneau
www.hss.state.ak.us/fas
fas@health.state.ak.us

In 1998, the State of Alaska began a renewed effort to address the devastating problem of prenatal exposure to alcohol, and the resulting life-long birth defects, establishing the Office of Fetal Alcohol Syndrome within the Department of Health and Social Services (DHSS).

The mission of the Office is to *prevent all alcohol-related birth defects and to improve the delivery of services to those individuals already affected by fetal alcohol spectrum disorders (FASD).*

To meet this mission, four (4) primary goals have been established to address FASD across the state of Alaska:

1. Prevent fetal alcohol spectrum disorders (FASD)
2. Diagnose children as early as possible
3. Improve lifelong outcomes for individuals with FASD through improved services
4. Document our progress and evaluate program outcomes

Project Funding

In October 2000, with the help of Senator Ted Stevens, the state entered into a 5-year, \$29 million cooperative agreement with DHHS Substance Abuse and Mental Health Services Administration (\$5.8 million per year) to initiate a statewide comprehensive, integrated approach to FAS prevention and systems improvement. These funds greatly enhanced the initial seed grant funding received in January 1998 from the Alaska Mental Health Trust Authority to initiate a renewed focus on fetal alcohol syndrome.

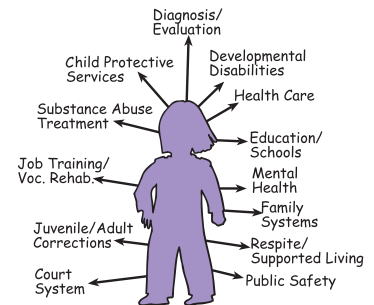
Prevalence of FASD in Alaska

With funding from the Centers for Disease Control and Prevention (CDC) Alaska is one of five state's who have developed a standardized, multi-source FAS surveillance method that can begin to provide consistent and comparable FAS prevalence rates across the country.

- ▲ Alaska has the highest rate of FAS among the five FASSNet states at 1.4 per 1,000 live births;
- ▲ Approximately 126 infants are born each year in Alaska who have been affected by maternal alcohol use during pregnancy;
- ▲ Alaska Natives have a FAS prevalence rate of 4.8 per 1,000 live births;

Project Highlights

In developing a comprehensive FASD project in Alaska our approach is community-driven with a focus on systems change and program improvement. We have placed a strong emphasis on the inclusion of families and caregivers as critical partners in our plan, as well as strong multidisciplinary partnerships with those many disciplines impacted by the effects of disabilities resulting from prenatal exposure to alcohol.



- ▲ **Over 20 community-based grants** have been distributed to local non-profit organizations across Alaska with focus on FASD prevention, training and educational services, improved services for individuals affected by FASD, diagnostic services, and treatment services for women at risk for giving birth to a child affected by prenatal exposure to alcohol.
- ▲ **Community-based FASD Diagnostic Teams** – 15 developing teams from Kotzebue to Ketchikan. Since March of 1999, when our first team diagnosis was made, approximately 350 diagnoses have been completed.
- ▲ **Statewide Knowledge, Attitudes, Beliefs and Behaviors (KABB) Survey** – beginning in April 2002 over 4,000 KABB surveys were mailed to: pediatricians; OB-GYNs; family practice doctors, public health nurses; educators; substance abuse providers; social workers; and juvenile/adult corrections workers. With over a 70% return rate, survey results will be ready for distribution in June 2004.
- ▲ **Public Education/Media Campaign** – a statewide multimedia campaign that includes TV, radio, print ads and placement posters premiered September 9, 2002 in conjunction with International FAS Awareness Day. Two campaign themes have been developed:
 - ▼ *I Have the Power to Prevent FAS*
 - ▼ *Thankfully There are People Who Will Help Her...Are You One of Them?*
- ▲ **Partnership with the state Department of Education and Early Development (EED)** to improved the state's educational system and how it serves those children and youth affected by disabilities associated with prenatal exposure to alcohol.
- ▲ **FASD Training** – training of all service providers across Alaska is critical to sustainable systems change. Through the development and offering of a standardized FAS 101 training and our annual FAS summit, people across Alaska are receiving training in FASD.

International FAS Awareness Day

September 9, 2003

The Office of FAS would like to hear about your FAS Awareness Day events. If you could take the time to answer a few questions and mail this back to us, it would be appreciated.

Name: _____

Community: _____

Phone: _____ **Email:** _____

1. What activities or events did you do?

2. About how many people participated? _____

3. Did you produce materials for your event? _____

(Please attach examples of posters, flyers, etc...)

4. Did you distribute other materials? _____

(e.g., FAS knots, bio-degradable balloons)

5. Any other information you want to include?

6. Any changes in your organization that you would like us to know about?

If you have pictures you would like to share, send them to us, as well. We will include them on our website, in our newsletter or in future presentations. Feel free to mail or e-mail your pictures to us at, FAS@health.state.ak.us.

We are looking forward to hearing from you and appreciate that you have taken the time to answer. The Office Of FAS would like to wish everyone a wonderful FAS Awareness Day. What you are doing is making a positive difference.

Please detach, fold, stamp and mail in!



Department of Health and Social Services
Office of Fetal Alcohol Syndrome
POB 110609
Juneau, AK 99811-0609

**“Never doubt that a small group of thoughtful,
committed citizens can change the world.
Indeed, it’s the only thing that ever has.”**

Margaret Mead

Office of Fetal Alcohol Syndrome

State of Alaska
Department of Health and Social Services
Division of Behavioral Health
POB 110609
Juneau, Alaska 99811-0609

Phone: (907) 465-3033

Toll free: (877) 393-2287

Fax: (907) 465-1189

Email: fas@health.state.ak.us

Web site: www.hss.state.ak.us/fas/

